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ACME WIDGET WEBPAGE

INFORMATION ABOUT COMPANY (BOUNCER)

INFORMATION ABOUT GOODS AND SERVICES OFFERED (TOUR GUIDE)

COMPARISON OF PRODUCTS OR SERVICES WITH ONE ANOTHER (SALESPERSON)

PURCHASING OPTIONS (ORDER TAKER)

FIGURE 3

ACME WIDGET WEBPAGE-(TOUR GUIDE)

PRODUCT SEARCH

COMPARISON OF PRODUCTS OR SERVICES WITH ONE ANOTHER (SALESPERSON)

> PURCHASING OPTIONS (ORDER TAKER)

ROUND WIDGETS
SQUARE WIDGETS

INDUSTRIAL WIDGETS

HOME WIDGETS

WIDGET SUBSTITUTES

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| PURCHASING OPTIONS (ORDER TAKER) | ROUND WIDGETS |
|--|--------------------|
| | SQUARE WIDGETS |
| | INDUSTRIAL WIDGETS |
| | HOME WIDGETS |
| | WIDGET SUBSTITUTES |
| | SPACELY WIDGETS |

FIGURE 5

| ACME WIDGET WEBPAGE-(ORDER TAKER) | |
|-----------------------------------|--|
| PRODUCT NAME | |
| CUSTOMER NAME | |
| CUSTOMER ADDRESS | |
| PAYMENT OPTIONS | |
| DELIVERY OPTIONS | |
| | |

M.A.R.C. Model Functionality: Personication derrals produce affic legicle relerrals Butler nointeier cross purchas 🥸 dingnanda Utananji ESINARE EMENES तितिराचित्र Enrolled Deliment een Cellonan แลสปั ransadion Singpper alberteils lealure valua/ericine ninilw zibenb zebivoro nollejavan inas wants preferences Houres. orter

FIG. 7

redirects outside

M=money T=time

satisfied